Ph.D. Synopsis

On

A Study of Determinants, Promotional Effectiveness and Behavioural Outcomes of Social Media

For Registration

In

Doctor of Philosophy in Business Management

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TOPIC: **A Study of Determinants, Promotional Effectiveness and Behaviour Outcomes of Social Media**

1. INTRODUCTION

Due to modern working trends, everyone does not meet physically and share thoughts and emotions. So, they want to express their feelings and emotions through social media platforms. Today social media is the most popularly used platform for education, entertainment, communication, job interviews, and much more. For example, social media campaigns for students' educational programs, outdoor campus, sports opportunities', fitness class offerings etc. In the old era of the 1960s and 1970s, people are share information through telegrams. The method of conveying messages was done across great distance and facing lots of problems in traveling convenience from home to post office. The level and type of communication were not good at that time, who writes on small pages with restriction of words. They used to wait for days and months to receive responses to their messages from the sender. After this telephone lines and radio signals enabled people to communicate across great distances instantaneously. Technology has begun to change very rapidly in the 20th century. The invention of computers brought development to society. Hereafter blogs were developed, which was the social media sensation that still popular today. The deficiencies of old media had overcome by social media. It creates an environment where users can reach the maximum number of people without sacrificing their intimacy of person-to-person communication. So, for share any content that must to know for society at large. Social media is a good platform for sharing facts, ideas, messages, pictures, videos, and any other content. Social media is not only effective for the consumer but also for marketers, which is in terms of promotion of new launches and new brands on such platforms. The aim of social media is to encourages the users to share brand images and spread the free word of mouth advertisement on social networking sites. There are several common social media platforms such as Twitter, Facebook, Instagram, Snapchat, Linked In, and Pinterest on which society or community interact with each other. It has a positive as well as a negative impact on the individual but it doesn't make it less influential or

less attractive for everyone who wants to share content on social media. Today social media users worldwide about 3.2 billion (statista.com) and this number will rise over time.

2. Social Media

Social media in simple terms refers to the online platform on which society or community at large interact with one another and share information. Social Media can be Facebook, Twitter, YouTube, Snapchat, Instagram, Linked In, and Pinterest. More than 53.8% of users' activity on Facebook Corbett, (2010). It is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. It includes messaging, sharing images, videos, and other content that derive attention of audience and engage more and more people. Corte et al. (2015) argued the users' perceptions about a particular brand on the web. Based on Companies study and analyse the perception formulated on positive/negative comments on particular brands and products. Prasad et al. (2017) explored the positive relationship between social media usage and people purchase involvement. A statement by Hutter et al. (2013) purchase decisions as an outcome of social media interactions. Beyond the positive side of social media, there is a potential drawback of social media. The major drawback side may be in terms of information overload and negative word-of-mouth etc. Zimaitis et al. (2020) defined paranoia (distrust) play as a mediate effect on social media use. Social media platforms will be reviewed as well as analysed in which best time to post any content will be revealed.

2.1 Facebook

Mark Zuckerberg, Dustin Moskovitz, Chris Hugher, and Eduardo Servein had started Facebook in 2004, With over 2.6 billion monthly active users worldwide (banklinko.com).

2.2 Instagram

Founded by Kevin Systrom and Mike Krieger in 2010. However, in 2012 it is acquired by Facebook. According to statistics, Instagram is the 6th largest social network worldwide with one billion monthly active users globally (banklinko.com). Instagram is used for sharing pictures and videos by account holders. As reported by Mercedes Benz study case increased site visit by use of advertisement on Instagram and Facebook.

Patel (2015) suggested Monday is the best day for posting pictures and videos on Instagram. And like on posted picture or video had increased between 3 to 4 pm local time.

2.3 Pinterest

Developed by Ben Silbermann, Paul Sciarra, and Evan Sharp, with over 442 million active users worldwide (www.statista.com). It is a social bookmark for finding ideas like home decoration, recipes, style, inspiration, and many more (help.pinterst.com.). Registered users can upload and share any content such as images and videos with others. The statistics explained Saturday as the best day to pin and time at 8 pm to 11 pm. And for fashion best time to post is Friday at 3 pm Patel, (2015).

Different brands use Pinterest, WedMe Good having 35k followers on Pinterest. Launch for a bride-to-be and groom-to-be. This website shares pictures of bridal costumes and jewelry. Apart from the above brand, there are many other brands such as Myntra, Jabong.com which is an e-commerce site, times of India print media, Pepperfry, Fab Furnish for online furniture as well as for décor and kitchenware, Utsav Fashion for ethic wear having 30k followers and Fabindia retail store of fabrics, garments, ethnic and furnishing products (Viralwoot.com).

2.4 YouTube

YouTube is a video-sharing platform, founded by Chad Hurly, Steve Chen, and Jawed Karim in 2005. With over 2 billion users watch videos and generate millions of views (www.youtube.com). Millions of advertisers used the google ad platform and by buy advertisement space on social sites Castronovo and Harng (2012).

According to the information from (blog.socialmediastrategiessummit.com), 93% of brands surveyed on YouTube confront that customers approached their brands only through videos. Brands like BMW and Nike having more than a million subscribers used the YouTube platform.

2.5 Twitter

Jack Dorsey, Noah Glass, Evan Williams, and Biz Stone had started YouTube. On YouTube at 12 pm and 6 pm get the best likes through rates and the highest re-tweets around 5 pm mentioned by Patel (2015).

2.6 Snapchat

Evan Spiegel, Bobby Murphy, and Reggie Brown had started Snapchat in 2011. Allow users to post content that would vanish after 24 hours (en.m.wikipedia.org). Advertise as a new type of camera with obvious reasons of filters, lenses or other attracting effects which can share

with friends stated by (phys.org). Snapchat active users in 2020 in India is 28.2 million stated by (www.businessofapps.com).

2.7 Telegram

Nikolai and Pavel Durov found Telegram in 2013. It is for instant messages, voice messages, and video calls. Telegram has reached 500 million users in January 2021, out of 25 million users had joined in 72 hours because of the What's App privacy policy (businessofapp.com).

3. Review of Literature

3.1 Promotional Effectiveness of Social Media

Promotional effectiveness can be defined from two perspectives, one from the sale and the second from the customer point of view. From the Sale point of view, companies analyzed the effectiveness of promotional tools on sale value and volume bases. And from the customer's perspective, it provides information to users about new product offerings and brands. People are looking for new product offerings, attractive packaging, service offerings. Akabogu and Christopher (2013) evaluated the packaging variables such as workability attributes, emotions, information, and visibility. Visibility and information were the positive determinants of the retrial of sachet peak milk products.

D'Astoue and Jacob (2001) studied premium products based on promotional offers. The study explored the determinants of premium products i.e., direct versus delayed which has a significant positive impact on consumer reaction. Daliri et al. (2014) analyzed the impact of attitude, customer information quality, the effectiveness of information content, and perceived social presence on online social shopping. The study revealed that the defined independent variables have a positive impact on the online social shopping of consumers.

Hamm et al. (2014) expounds about 52% of health promotion had done through the social media platform. Percent 64 of adolescents were mostly targeted on social media for health issues. Leung et al. (2015) analysed the hotel consumer experience and found a positive attitude towards the use of social media. The study further interprets positive attitude of consumers which is influenced by hotel brand, hotel booking intention, and electronic word of mouth. Adamopoulos and Todri (2015) explained promotion characteristics such as a discount, price, flexibility, and expected benefits. The study analyzed the promotional result based on promotional events on social media. Dekimpe et al. (2003) based on scanner data and persistence modelling the study analyzed long and short-term promotional effectiveness. The

result found knowledge enhancement of users through promotion effectiveness. Parsons. A (2003) found price promotion main attraction for visiting a mall. He further added general entertainment and market days refreshments were strong attractions of visitors. Tripiawan et al. (2019) based on EPIC model found Instagram ads TAYA.ID is the most effective social media platform. Kwok and Uncles (2005) expound not a significant difference between ethnic groups, on an ethnic level. And there was no significant difference in consumer preferences for types of sale promotions.

To assess the promotional effectiveness of social media, different researchers had suggested individual theories. Sparkman and Locander (1980) explained attribution theory for advertisement effectiveness. With the help of ANOVA model, they extracted information about product attribution based on advertising context. The finding of the study states, same ads varied with product attribution and a person's willingness to advertise. Gotlieb and Sarel (1991) explored construction-motivated involvement based on attribution theory. In which comparative advertisement had positive construction-motivated involvement as well as on purchase intention.

3.2 Determinants of Social Media

Determinants of social media are defined in different literature from different point of view. Social media determinants suggested as perceived usefulness and perceived barriers which affect organizational innovativeness as well as the user's behaviour.

Veer et al. (2019) analysed that advertisement banners on the sidewall of social media has an insignificant effect on perception to buy online. Phua et al. (2018) used the Qualtrics panel to know the results based on the effect of product category image correlation, consumer celebrity risk-oriented correlation, post-hoc evaluation, moderating effect of Para social identification. Based on the linear regression result extracted by the researchers higher the correlation with the celebrity products, then there will be a positive attitude towards the e-cigarette ads. Researchers further added to the study based on the ANOVA test that there was a significant relationship between consumer-celebrity risk-oriented image correlation. And no significant effect of Para social identification on attitude towards e-cigarette ads.

Che et al. (2015) evaluated YouTube characteristics based on meta-data information and web spider application. They categorized YouTube videos into 14 different types. The result is based on 3 million videos with conventional features, YouTube videos were most quirky as

well as fascinating for many generations. Indeed, a result by Cheng et al. (2008) and Cheng et al. (2013) defined most popular YouTube videos i.e., entertainment and music. The researchers articulate a video length of 600 seconds, whereas people's Blogs and comedy videos length were of 2 minutes only. Analysed video popularity by Zipf's law in which individual videos were ranked as per their popularity. The outcomes of the study exhibited peer to peer short videos reduced the workload of the server. Zing et al. (2009) defined YouTube traffic variables such as video Id, clients, request arrival time, contact size, and synthetic traces. These variables are evaluated based on HTTP messages and TCP header based on CDN video server. The result assessed the local popularity and relationship of local popularity with global popularity. The finding of the study exhibited peer to peer short videos reduced the workload of the server. Zing et al. (2009) defined YouTube traffic variables such as video Id, clients, request arrival time, contact size, and synthetic traces. These variables are evaluated based on HTTP messages and TCP header based on CDN video server. The result assessed the local popularity and relationship of local popularity with global popularity. Hence YouTube videos increasing popularity and reduce traffic by (different methods) in a campus network.

Hu et al. (2014) based on user's ID and crawled ID; researchers characterized Instagram photos content. Based on classical scale invariant feature transform algorithm (SIFT) recognized selective features from sample of 200 photos on Instagram. The study located 8 different types of photo categories and 5 different types of users on Instagram. There was no such significant association between aggregate followers and users photo characteristics. Nandgrir and Philip (2018) contented on the fact that YouTube influencers played as trustworthy for users as compared to traditional advertisements. Sokolova and Kefi (2019) extracted views of female audience based on credibility and para social interaction related to attitude, social attractiveness with purchase intention. Zohourian et al. (2018) concluded image and video popularity on Instagram. Above 90 percent accuracy attained in result, based on local polynomial regression and decision tree algorithm.

Kruse and Veblen (2012) described music instrument (banjo, fiddle, guitar and mandolin) characteristics (technique, theory, melody, harmony, singing and opportunities for improvisation). The study founded long duration videos were included banjo and mandolin videos. Corresponds to this short video duration included for younger generation such as fiddle videos. Almeida (2016) based on quasi-experiment procedure, the study explained as efficient social platforms when it provides entertainment and exploration values to users.

3.3 Behavioural Outcome of Social Media

Behaviour outcomes of social media will be explained in terms of purchase intention of social media users. How they purchase something based on information they received on social media.

Schivinski and Dabrowski (2016) assessed positive impact of brand attitude and brand equity on purchase intention. Dehghani and Tumar (2015) young adult were mostly uses Facebook, they found interesting and unique style by chasing the information through recommendation and familiarity. Alalwan. A (2018) found interactivity played as a crucial role in performance expectancy and hedonic motivation. Riorini. V (2018) analysed the purchase intention of social media users, which was positively influenced by social media marketing. Laksamana. P (2018) founded social media affect brand loyalty as well as purchase intention. Indeed, purchase intention had positive impact on brand loyalty. A statement supported by Hutter et al. (2013) interaction with Facebook fan page, positively effect on purchase intention and also on brand awareness and word of mouth activities. Rahman, et al. (2018) explored involvement with Facebook fan page had positive impact on purchase intention. Schivinski. B (2013) measured and carefully analysed customer mindset and brand evaluation based on social media communication. Kim and Ko (2010) studied the effect of social media marketing customer relationship and purchase intention of luxury brands. The study found the effectiveness of luxury brand's on social media, on purchase intention, entertainment, trust, intimacy and customization. Balakrishanan et al. (2014) studied effectiveness of online advertisement, e-WOM and promotion of products on social media platform.

Alalwan. A (2018) studied great impact of performance expectancy and hedonic motivation on customers purchase intention. Ahmed and Zahid (2014) defined the brand role in customer emotional engagement, satisfaction and word of mouth enhance purchase intention. Jamali and Khan (2018) purchase intention influenced by basis of social media brand awareness, brand page commitment and word of mouth.

4. Conclusion

In the above-mentioned studies social media platform is analysed from different perspectives. Promotional effectiveness is examined based upon promotional tools, product packaging, information quality and different marketing strategies with specified social media platforms.

And social media determinants as well as behavioural outcomes are examined from point of view of different researchers with different methodology and techniques.

5. Research Gap

Based on literature review, major gaps have been identified for the purpose of the analysis. In literature promotional effectiveness is measured through promotional tools from companies' perspectives. Study from the point of view of users is missing in literature. Also perceived usefulness and perceived barriers based on users also mislaid in the earlier studies.

6. Objectives

- To Examine the Determinants of Social Media.
- To study the Promotional Effectiveness of social media.
- To Determine the Behavioural Outcome of Social Media.
- To Identify the Relationship among Determinants, Promotional Effectiveness and Behavioural Outcomes of social media.

7. Hypotheses

H_1: There is a significant effect of determinants on promotional effectiveness of social media.

H_2: There is a significant effect of promotional effectiveness on behavioural outcomes of social media.

H_3: There is a significant effect of determinants on behavioural outcomes of social media.

8. Research Methodology

The objectives of the study will be achieved with the help of following steps:

a. Research Population

The sample size for the study is 500 social media users. One hundred (100) respondents will be selected from different 5 social media namely Instagram, YouTube, Pinterest, Facebook and Telegram each.

b. Sampling Design

The respondents will be selected from the age group of 20 and above. And respondents who are the active users of social media will be selected for the study analysis.

C. Data Collection

The study is based on primary data. Primary data will be obtained by mean of online survey and self-administrated questionnaire. The questions will be designed in such a way that they will be analysed statistically. It will include multiple choice questions as well as open ended questions for achieving the said objectives of the study.

d. Statistical Tools

Tools and available techniques will be implemented on the basis of the availability of data. For evaluation of data, regression analysis and structural equation modelling (SEM), ANOVA and t test etc. will used for measuring the study objectives.

9. Relevance of the Study

Through this study different advertising companies and other related organizations will be satisfied as they would be able to know and suggest the specific customers on the basis of their requirements. For instance, educated people will be access education related advertisements, which will help the advertiser to trace his design promotional activities accordingly.

10. Organization of the Study

The study suggesting the organization in the following chapters:

10.1. Introduction

This chapter will provide an overview of determinants, promotional effectiveness and behavioural outcomes of social media.

10. 2. Review of Literature

In this chapter topic related work that support the study would be examined and it will be illustrated using research gap.

10. 3. Research Methodology

This section will provide insight into brief methodology which used in this study to be followed in order to achieve the said objectives.

10. 4. Analysis and Interpretation

In order to achieve the objectives from analysis, this chapter deals with evaluation of the collected data.

10. 5. Findings

Some suggestions on the basis on research result will be explained in this chapter.

10. 6. References

The text citation will provide details on the different sources used in this study.

The research approach referred to above is tentative in nature. It may change with respect to requirements of the study.

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